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FM AMEMBASSY DAR ES SALAAM  
TO RUEHC/SECSTATE WASHDC 7627  
INFO RUEHNR/AMEMBASSY NAIROBI 0965

UNCLAS DAR ES SALAAM 000380

SIPDIS

DEPT EB/CBA FOR DWINSTEAD, AF/E FOR JLIDDLE  
ALSO AF/EPS FOR ASIBERT  
NAIROBI FCS FOR JSULLIVAN

E.O. 12958: N/A

TAGS: ECON ETRD EINV TZ

SUBJECT: TANZANIA: FOLLOW-UP FUNDING REQUEST TO FY-08 BUSINESS  
FACILITATION AND INVESTMENT FUND (BFIF) PROPOSAL

REF: A. DAR ES SALAAM 048

¶B. STATE 036476

¶11. Post appreciates the funding from the Business Facilitation and Investment Fund (BFIF) to support the U.S. Embassy pavilion at the 2008 Dar es Salaam International Trade Fair (DITF)(Ref B). This year the Embassy has recruited numerous companies to participate in an expanded "Buy USA" pavilion at the DITF fair, which is known locally as the "Saba Saba" Trade Fair. The fair will run from June 27 to July 8, 2008 at the Saba Saba Fair Grounds in Dar es Salaam.

¶12. As outlined in Ref A, the "Buy USA" booth the Embassy organizes at the Trade Fair is central to our FY10 Mission Strategic Plan (MSP) Economic Growth and Prosperity goal. Over the past five years, the "Buy USA" booth has substantially contributed to the promotion of U.S.-Tanzania bilateral trade both under AGOA and on a broader regional and international scale through improved U.S.-Tanzanian trade linkages.

¶13. In 2008, our "Buy USA" pavilion will have a total of 24 exhibit booths, including:

3 booths promoting US Embassy programs:  
Foreign Commercial Service (FCS);  
African Growth Opportunity Act (AGOA);  
U.S. educational programs;

3 booths promoting USAID-affiliated organizations;

1 booth promoting the "Presidents Emergency Program for Aids Relief"(PEPFAR) and MCC programs;

17 booths featuring U.S.-affiliated private companies;

¶14. The participating U.S.-affiliated businesses will feature and sell U.S. products and services such as construction and farming equipment, communications equipment, energy-saving and natural resources products, household products, foodstuffs, music CDs and DVDs.

¶15. Post appreciates the initial funding of USD 6,775 provided for this year's Trade Fair pavilion. These funds are earmarked for the rental of the three U.S. Embassy booths, security, and printing of the signage and the "Buy USA" catalog. We are now requesting additional funding of USD 2,700 for:

\$2,200 Costs associated with the decoration  
and cleaning of the "Buy USA" pavilion;  
\$500 Miscellaneous expenses;

¶16. We recognize that BFIF's past and continued support of the "Buy USA" booth at the annual Dar es Salaam International Trade Fair has in large part contributed to the Embassy-sponsored pavilion being awarded the "First Prize among Foreign Embassies" in both 2007 and

T2006. Again, we appreciate your support and anticipate favorable consideration of this request for additional funding.

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